DAFTAR TABEL

Tabel 1. 1 *Engagement Rate* @Hairoil_Irma 3
Tabel 1. 2 Hasil Pra-Survey 4
Tabel 2. 1 Penelitian Terdahulu 35
Tabel 3. 1 Instrumen Validasi Ahli Media 56
Tabel 3. 2 Instrumen Validasi Ahli Marketing 57
Tabel 3. 3 Skala Penilaian Likert 57
Tabel 3. 4 Penilaian Skala Likert 60
Tabel 3. 5 Interpretasi Kategori Skor 62
Tabel 4. 1 Instrumen Validasi Ahli Media 56
Tabel 4. 2 Instrumen Validasi Ahli Marketing 57
Tabel 4. 3 Skala Penilaian Likert 57
Tabel 4. 4 Penilaian Skala Likert 60
Tabel 4. 5 Interpretasi Kategori Skor 62